

# INCREASING IMMUNIZATION AWARENESS & RESOURCES IN MIHP

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# NICE TO MEET YOU!

- Joined the MDHHS MIHP Team in December
- My role and experience
- My goals

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# OVERVIEW OF TOPICS

Survey

MDHHS MIHP Efforts for Enhancing Immunizations

Immunization Rates and the Impact of COVID-19 on Immunization

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## SURVEY VIA ZOOM

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- Please respond to all questions
- Anonymous
- “Correct” answers are not the goal





# MDHHS MIHP EFFORTS FOR ENHANCING IMMUNIZATIONS





# PROGRAMMATIC UPDATES

- Cycle 9 enhancements regarding immunization and utilization of MCIR
- Certification
- Protocols
- Incorporation into QA tool
- Potential future enhancements to capture additional MIHP vaccine data

*Details were reviewed in previous presentation and are available in the Operations Guide and Companion Guide*

# EDUCATION PACKET UPDATES

- Available soon!
- Overview of changes:
  - New look
  - From 35 pages to 19
  - Fewer photos to reduce printing impact
  - Updated language
    - i.e., changed “doctor” to “healthcare provider”, “pregnant woman” to “pregnant person”, etc.
  - Resource links added

## PREGNANCY AND INFANCY HEALTH EDUCATION PACKET



MATERNAL INFANT HEALTH PROGRAM (MIHP)

[WWW.MICHIGAN.GOV/MIHP](http://WWW.MICHIGAN.GOV/MIHP)

# EDUCATION PACKET UPDATES , CONT'D

- New sections:
  - Table of Contents
  - Vaccines
  - Infant Crying and Soothing
  - Infant Safe Sleep
  - “More Information” section
- Enhanced sections
  - Added thirdhand smoke, e-cigarettes and vaping, marijuana
  - Enhanced safe sleep and breastfeeding throughout

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# EDUCATION PACKET UPDATES , CONT'D

## ■ Vaccine Section

- What vaccines are needed during pregnancy?
- Why are vaccines important during pregnancy?
- Why does my baby need vaccines?
- What are side effects that my baby might have?
- Should I skip or space out vaccines?
- What vaccines are important for other people around my baby?



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# AWARENESS/MARKETING CAMPAIGN

- Increase awareness about the importance of immunizations
- Increase awareness and enrollment of MIHP
- Overview
  - June – August 2022
  - Ads – images, videos, audio voiceover
  - Instagram
  - Tik Tok
  - Paid search (like google)
  - Audio Streaming/Podcasting

# BI-WEEKLY UPDATE ENTRIES

## ■ 18 vaccine-focused article entries this calendar year so far

### Webinar: Understanding and Responding Effectively to Vaccine Hesitancy

Indiana Immunization Coalition is hosting the following webinar on April 5: **Understanding and Responding Effectively to Vaccine Hesitancy.**

- **Date:** April 5, 2022
- **Time:** 3:00pm to 4:00pm
- **Notes:** This webinar is designed to help healthcare providers understand vaccine hesitant individuals. (A recording will be offered.)
- **Registration:** [Under Review](#)

### Black Maternal Health & Vaccinations Webinar

The National Minority Quality Forum's (NMQF) Center for Sustainable Health Care Quality and Equity (SHC), along with the Institute for Research on Equity and Community Health (iREACH) and the Association of Immunization Managers (AIM), launched a free webinar series that will explore the intersections of total health and vaccinations in historically excluded populations.

April's webinar and microsite will be focused on Black Maternal Health & Vaccinations. Participants will hear from a vaccine expert, OB/GYN, doula, and a pregnant person before moving into an interactive feedback segment. If you would like to register to attend, please do so at the [eventbrite link here](#). Please share this with your networks and community partners.

**Date:** Friday, April 29<sup>th</sup>

**Time:** 12:00pm

### New ACOG Resources Promoting COVID-19 Vaccine

Two new resources are available from the American College of Obstetricians and Gynecologists (ACOG), encouraging COVID-19 vaccination for people who are pregnant, thinking of becoming pregnant, and lactating.

- **COVID-19 Patient Education Video:** ACOG has created a video to help support clinicians and partners in counseling patients.

[1 COVID-19 Vaccine](#)

[or video PSA](#) encouraging pregnant, thinking of becoming pregnant, and lactating people to get vaccinated. The PSA is designed to be used in offices, clinics, and websites.

[Additional resources](#) on the importance of COVID-19 vaccine in different languages.

### Equity, Vaccine Hesitancy, and the COVID-19 Vaccine

While there has been recent progress in [narrowing of racial/ethnic disparities](#) in COVID-19 vaccination rates, disparities still persist and highlights the importance of continued efforts toward equity. Concerted efforts are important to ensuring outreach and education, reducing access barriers, and understanding factors that may impact vaccine hesitancy.

When reviewing factors affecting vaccine hesitancy specific to racial and ethnic minority groups, frequently identified factors include concerns around safety and efficacy as well as themes of mistrust and racism. For example, medical exploitation and structural racism may play a role in vaccine hesitancy among [Black and Hispanic communities](#). Fear that immigration status will be threatened can impact vaccine hesitancy among migrants. Understanding such factors and using community-informed approaches to establish trust is important to move towards mitigating disparities and achieving what CDC refers to as vaccine confidence: The belief that vaccines work, are safe, and part of a trustworthy medical system. To support continued efforts towards eliminating vaccine disparities and increasing vaccine confidence, consider resources such as:

- **CDC Vaccine Equity and Vaccine Confidence Resources**
  - [CDC Vaccine Equity Resource Hub](#): Hundreds of resources created by and for racially, ethnically, and linguistically diverse populations.
  - [CDC COVID-19 Vaccine Equity for Racial and Ethnic Minority Groups](#)
  - [CDC Vaccine Confidence Framework](#)
- **National Resource Center for Refugees, Immigrants, and Migrants**
  - Fact sheets in 40+ languages, social media templates, videos and more.

### Yes, It's Still Flu Season, and Disparities are Evident

More than 2,800 flu hospitalizations were reported in the U.S. for the week ending March 26<sup>th</sup>. This is the **highest weekly number of hospitalizations all season.**

CDC recommends annual influenza vaccination for everyone aged 6 months and older, including pregnant people. However, CDC's [systems](#) for monitoring mid-season uptake show some concerning trends. From mid-October to the end of January 2022, flu vaccination coverage is lower so far this season than last season for most groups, including some **groups who are at higher risk for severe flu or complications of flu, such as pregnant people, young children, and older adults.** Coverage was lower as well among racial and ethnic minorities compared with both last season and seasons prior to the pandemic. **The group at higher risk for flu that saw perhaps the largest drop in coverage was pregnant people.** Coverage is lower among all groups this season than last season overall by about 9 percentage points on average. Among [pregnant people, flu vaccination coverage](#) at the end of January 2022 is estimated at 51.4%, which is lower than last season's coverage of 58.4% at the end of January 2021.

Flu vaccination coverage are concerning, but especially worrisome when it comes to people who are at higher risk of developing serious flu complications, for example, are more vulnerable to serious flu complications (like pneumonia, heart, and lungs that happen during pregnancy or two weeks after delivery). Please help encourage flu vaccination. To find a flu vaccine provider, go to [www.Vaccines.gov](#).

**Get a Free Flu Handout**

[Requesting Flu Educational Materials](#)

[Learninghouse](#)

[on Demand](#) (Drop down to "Immunization - Influenza")

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# COMMUNITY OF PRACTICE

- *Discussing immunizations and addressing vaccine hesitancy*
- July 13, 2022
  - 9:00am – 10:30am
- Featuring a powerful parent story from Veronica McNally
- [Register here!](#)

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# TRAINING MODULE

The importance of vaccines

Vaccine hesitancy and promote vaccine confidence

Motivational interviewing

Resources for home visitors and families

# INFANT IMMUNIZATION WEEK


- NIIW toolkit featured in Bi-Weekly Update
- Our activity to honor NIIW
- Dissemination to agencies expected in August

## National Infant Immunization Week

National Infant Immunization Week (NIIW) is this week! [NIIW](#) is an annual observance highlighting the importance of protecting infants from vaccine-preventable diseases. It also coincides with World Immunization Week! This year, it's particularly critical to **ensure that families stay on track for routine checkups and recommended vaccinations following disruptions from COVID-19**. A [CDC report](#) released in May 2020 found a troubling drop in routine childhood vaccination due to families missing many in-person visits during the pandemic. Take note – Michigan MCIR data helped inform this CDC report!

Spread the word about NIIW and the importance of vaccination!

- Check out CDC's [2022 NIIW Digital Media Toolkit](#)
- Resources to support you in discussing the importance of infant vaccines:
  - [Talking to Parents about Vaccines Materials | Conversations | CDC](#)
  - [Spanish Infant and Childhood Vaccine Resources | CDC](#)




## NATIONAL INFANT IMMUNIZATION WEEK

### MIHP'S NIIW DAILY DOSE CHALLENGE

#### Welcome to Day 2!


Thank you for signing up! Each day, we highlight one infant-focused vaccine and challenge you to review science, a story, and the vaccine schedule (CDC recommendations).

#### Today's Daily Dose: Flu Vaccine




**SCIENCE:** Influenza or “the flu” is a respiratory illness caused by the influenza virus. Flu is especially dangerous for babies and young children. Just this month, MDHHS confirmed its [first](#) influenza-associated pediatric death in Michigan this season. Unfortunately, our Michigan mid-season flu [vaccination rates](#) show that **only 21.8% of children 6 months through 8 years are up-to-date on their flu vaccine** (according to MCIR data).

**CHALLENGE:** Do you come across misconceptions about flu vaccine? Check out these [Flu Vaccine Facts](#). This website also provides a variety of resources, testimonials, and more.




**STORY:** Have you ever heard “It’s just the flu”? Never minimize the flu like this, as the illness results in up to [52,000 deaths per year](#) in the U.S. alone. A Michigan family lost their daughter, Alana, to influenza and are now dedicated to flu awareness, flu clinics, and more.

**CHALLENGE:** Watch the story of [Alana Yaksich](#) and learn about Alana’s Foundation.



**SCHEDULE:** **Everyone** 6 months and older should receive a flu vaccine every year. Children younger than 6 months are more likely to be hospitalized from the flu but are too young to get vaccinated. The best way to protect these young babies is to get a flu vaccine during pregnancy and for all people around the infant to be vaccinated.

**CHALLENGE:** When’s the best time to get a flu vaccine? Check out the last Q&A on [this handout](#).



**Resource Boost:** Consider attending this virtual meeting being held **tomorrow April 27<sup>th</sup> at 3:00pm ET**. In honor of NIIW, the Washington immunization coalition will discuss **challenges in vaccinating infant and pregnant women, promote COVID-19 vaccines among pregnant women, and address vaccine access/barriers experienced among this population**. The coalition has confirmed that they are open to outside attendees, so feel free to [register here](#). Attached is the email with complete description.



# VACCINE EDUCATION TOOLKIT FOR AGENCIES

- Under development
- To be a “one stop shop” for vaccine education needs
  - MCIR
  - Handouts to provide families
  - Resources for referrals
  - Webinars and information to enhance your knowledge

# AREAS OF IMPORTANCE

Navigating vaccine conversations with confidence

Enhance vaccine promotion and resources available

Reduce barriers and disparities in vaccination rates

- Vaccine hesitancy
- Addressing misinformation
- Lens of health equity
- Incorporate story-telling
- Increase understanding of immunizations



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# YOUR FEEDBACK IS WELCOME

- Need support on a specific vaccine topic?
- Encounter a frequent vaccine question that you'd like to be incorporated in materials?
- Email us at [mihp@michigan.gov](mailto:mihp@michigan.gov)



# IMMUNIZATION RATES AND THE IMPACT OF COVID-19: **COVID VACCINE & VACCINES DURING PREGNANCY**



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- Due to time constraints, original slides prepared for this segment could not be covered.
    - Please join us at the July Community of Practice session to dig deeper into immunizations!



THANK YOU!